

FORMAL ANALOGY IS BEST

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Like graffiti and proverbs, bumper sticker slogans invite compilation and classification. The taxonomist thus occupied soon concludes that occasional specimens appear *sui generis*. More careful thought, however, leads to the realization that in certain cases, at least, the peculiar instance provides the template for a genre.

To confirm this observation, it suffices to consider the familiar slogan of the Musicians Union, displayed on bumpers nationally: Live Music Is Best. Here, an occupational group proclaims its *raison d'être* in a way which to the popular apprehension may seem more maxim than motto.

Could not other groups, professions, arts and crafts utilize some similar device for promotional purposes, particularly those having limited membership or scant exposure? A number of sticker slogans, formal analogues of the musicians' message, have been produced and are listed below, providing an affirmative answer.

Readers are invited to identify the group or groups to which each motto appears to be most applicable. Identities of the contemplated occupations can be found in Answers and Solutions at the end of this issue. Score five points for each match, or whatever seems fair. And remember, Perfect Scores Are Best.

1. Elegance is best
2. The heeling arts are best
3. Kluges on the fly are best
4. Seoul food is best
5. Normal deviates are best
6. GOTO Freedom is best
7. Wooden horses are best
8. Sound investment is best
9. Wide bodies are best
10. Stretched bodies are best
11. The Red Shift is best
12. White dwarfs are best
13. Beauty, Truth and Charm are best
14. Designer genes are best
15. Small tips are best